

COLUMBIA RECORDS INC.

799 7TH AVE.

N.Y.C.

---

LONDON GRAMOPHONE CO. LTD.

16 W. 22. ST.

N.Y.C.

---

RCA VICTOR RECORD DIV.

RADIO CORP. OF AMER.

30 ROCKEFELLER PLAZA

N.Y.C.

---

DECCA RECORDS INC.

50 W. 57TH ST.

N.Y.C.

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MERCURY RECORDS CORP.

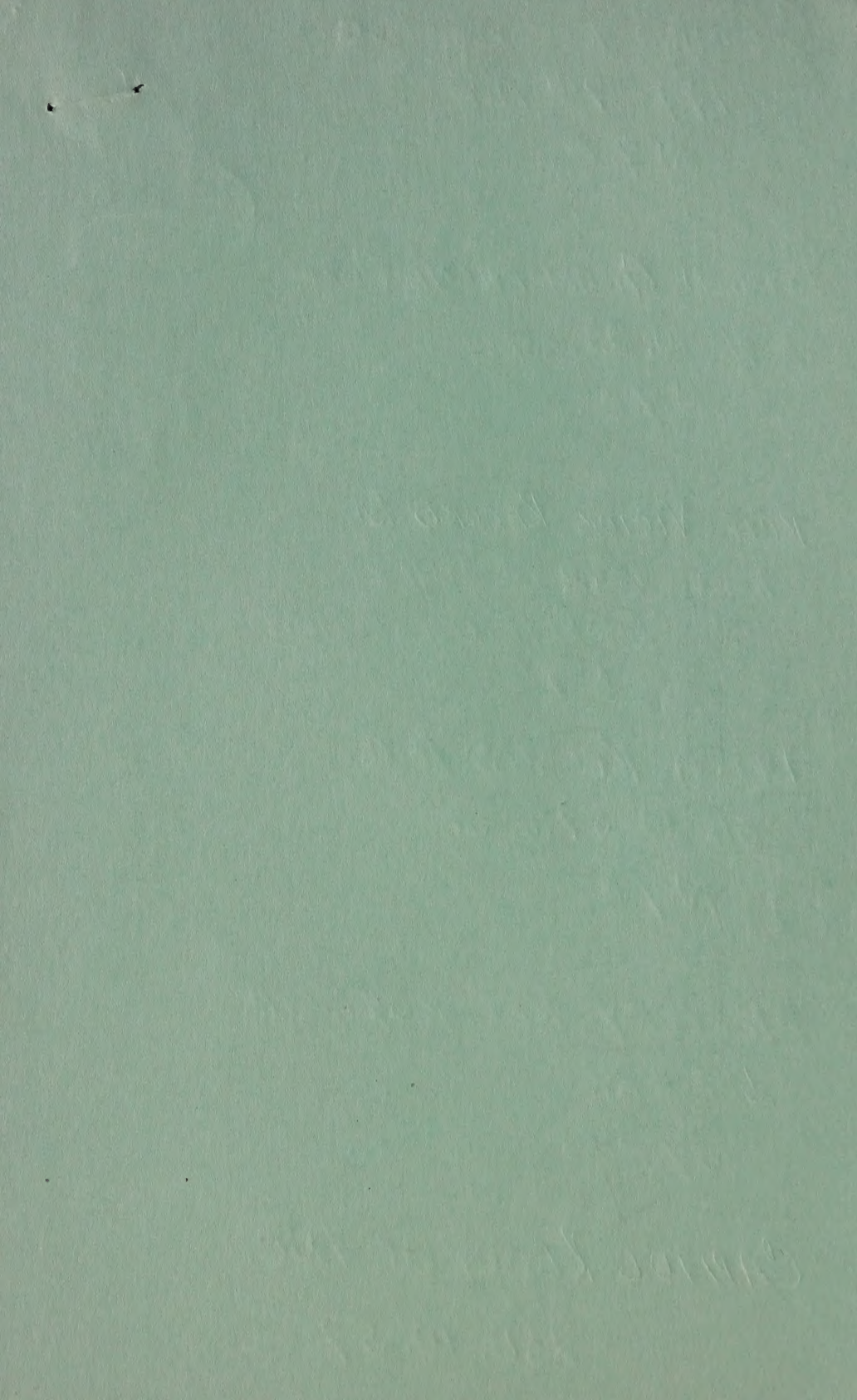
522 5AV.

N.Y.C.

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CAPITOL RECORDS INC.

250 W. 57





Dear Sirs,

B

In preparing our advertising format for the fall semester, it occurred to me that you might be interested in advertising on radio station WHRC at Haverford College.

Haverford is a small men's college of about 500 just outside of Phila. WHRC, <sup>founded in 1942</sup> the college <sup>carrier current</sup> radio station, is a principal activity and is <sup>very</sup> widely listened to, reaching almost all of the students. Its <sup>area of coverage</sup> ~~service~~ is limited to ~~the~~ living is very





The college campus, however. 2

WHRC carries on a very ambitious program, broadcasting from 5:45 P.M. to midnight ~~every~~ weekdays and 4:30 P.M. to 11 P.M. Sundays. Necessarily, much of our programming is dependent on records. Yet our budget is extremely small, incapable of supporting the expense of maintaining an adequate record library for these programs, which encompasses both classical and popular music. Thus far, we have

~~As a result, we~~  
received no support from the





record companies in this matter.

For this reason, we would like to have as an advertiser  
———. In exchange for the advertising, we could either charge our regular rates or accept records instead. Our rates are as follows:

15 min.	\$3.00
30 min.	6.00
60 min.	12.00
1 min. spots.	1.00

I might add that we are particularly anxious to have





sponsors for continued classical<sup>u</sup>  
music programs and, to a lesser,  
extent, popular music programs.

I sincerely hope that the  
above suggestions will interest  
you.

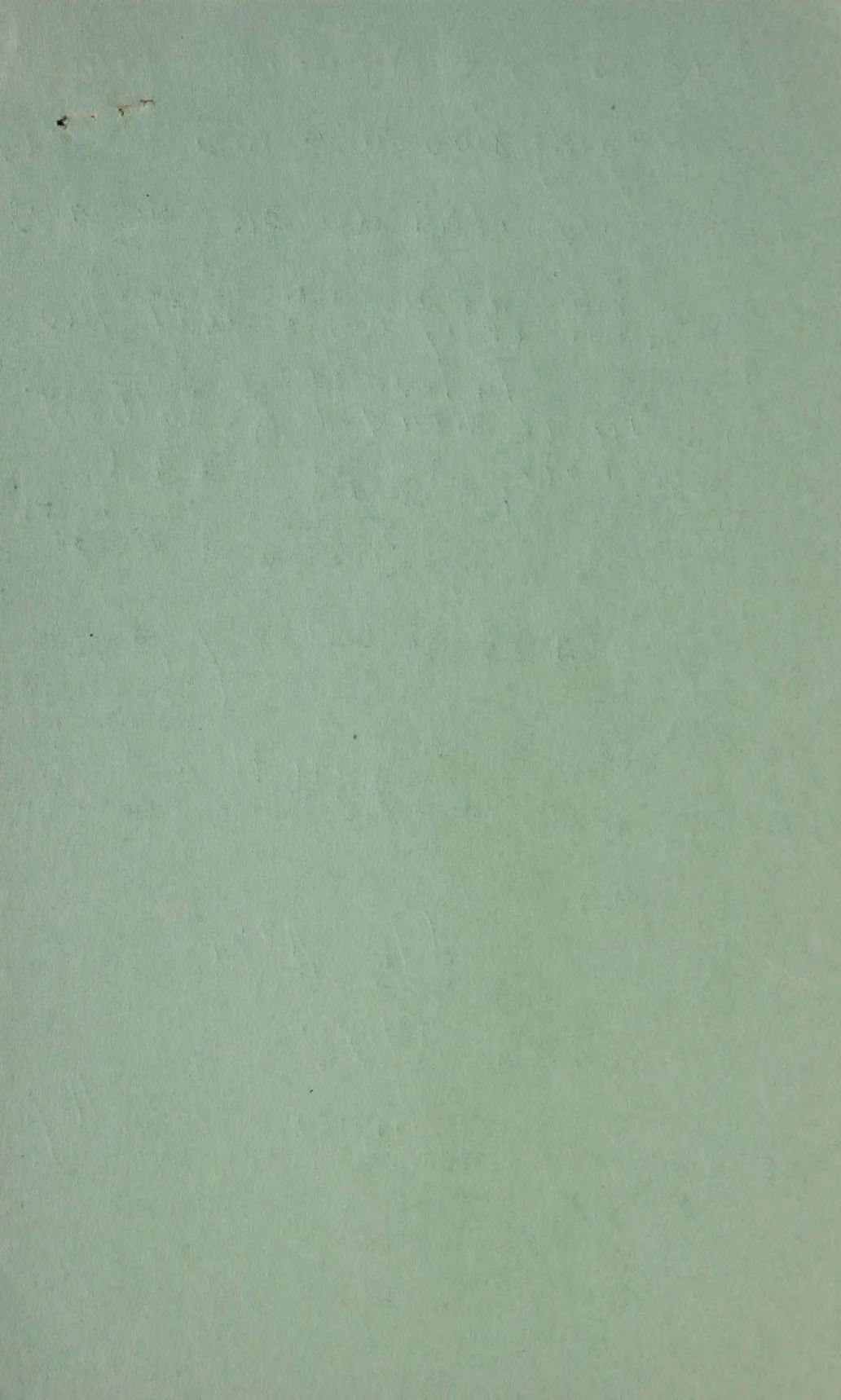
Cordially,

JWH.

Sta Mgr

WHRC

Haverford College





Suggestions for popular and semi-classical records to be purchased  
by Station WHRC:

"I Can't Get Started With You" --- Bunny Berrigan  
"I've Got My Love to Keep Me Warm" --- Les Brown  
"Sing, Sing, Sing" --- Benny Goodman  
"How High the Moon" --- Stan Kenton - vocal by June Christy  
"Opus #1" --- Tommy Dorsey  
"Green Eyes" --- Jimmy Dorsey  
"Rag Mop" ---- Jimmy Dorsey  
"Traffic Jam" --- Artie Shaw  
"Goodnight Irene" --- Gordon Jenkins  
"Vagabond Shoes" --- Vic Damone  
"Ain't Misbehavin'" --- Harry James  
"I'll Get By" --- Harry James  
"I'll Never Smile Again" --- Tommy Dorsey  
"Artistry in Rythm" --- Stan Kenton  
"Artistry Jumps" --- Stan Kenton  
~~"Nola" --- Les Paul~~  
~~"Jealousy"~~  
"Somebody Loves Me"  
"So in Love" --- Dinah Shore  
"Brazil" --- Les Paul  
"Deep Purple"  
"I've Got You Under My Skin"  
"Love For Sale"  
"Night and Day"  
"You'd Be So Nice to Come Home To"  
"Body and Soul" --- Benny Goodman  
"Easy To Love"





"Blue Champagne"

"Someone to Watch Ove Me"

"It Had to Be You "

"You Made Me Love You"

"These Foolish Things"

"One O'Clock Jump" --- Harry James

"Blue Moon"

"Bewitched" --- Doris Day

"Carolina Moon"

"On a Chinese Honeymoon" --- Mills Brothers

"Up a Lazy River" --- Mills Brothers

"With a Song in My Heart" --- Doris Day

"In the Mood" --- Glen Miller

"Perfidia" --- Glen Miller

"Moonlight Serenade" --- Glen Miller

"Dancing in the Dark" --- Artie Shaw

"Two Silhouettes" --- Doris Day

*Dream a little dream*

*Music, Aladdin, 1946*

Respectfully submitted,

*John M. Somerndike*

John M. Somerndike

(production manager)





W H A V  
HAVERFORD COLLEGE  
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER  
INTERCOLLEGIATE BROADCASTING SYSTEM

To answer questions concerning the set-up of WHRC the following answers were mailed to Graceland College, Lamoni, Iowa (Glen Cargyle) 5 April 1948:

What type of conductors do you use for transmission, such as water pipes, high voltage lines, etc? Twisted pair coupling into power lines from basement of dormitories.

Broadcast coverage: 260 ft.

Station's power: 2 watts fed into transmission lines

Antenna coupling set-up: link coupled tank with transmission lines tapped on center tap grounded.

Precautions to insure radiation conforms to FCC rules: light bulb takes ~~fix~~ excess power. transmission lines run underground

Methods used to check radiation: listening check with sensitive portable radio.

Studio size: A- 10' times 16'

B- 10' times 10'

Room needed for transmitter and other technical equipment: 15 cu ft.

Original cost of equipment: \$2,000

Maintenance per year: \$100.





October 15, 1946

Promotion Director  
Capitol Record Company  
1 East 57th Street  
New York, New York

Dear Sir;

We, at Station WHAV, are very interested in the possibilities of obtaining free copies of the latest Capitol releases for broadcast use. We feel that such an arrangement would mutually advantageous. Our listening audience is restricted to the students of Haverford College, of whom these are approximately 300 covered by our station. This audience, we feel, is the ideal one for recorded music. College students buy a great many records each month, and, in most cases, these records are ones that have been heard on various radio programs.

If we could obtain your new releases, they would be used on a program which is being scheduled for Thursday nights at 10 p.m., to last one hour. They would also be used on our other "disc-jockey" programs, all of which are scheduled from 10 p.m. to 11 p.m., when we go off the air for the day. There are several different types of these programs. On Monday we carry a program of Jazz and Swing records, on Tuesday, one half hour each of South American music, and at times from the new Broadway shows, and on Wednesday, a program of "Music for Dreaming" which is everything but Jazz and Swing. Certainly your records would not go wasted, and we sincerely believe that enough of your records would be sold in the local dealers' shops to make it worth your while financially.

As you can see by our letterhead, we are members of the Intercollegiate Broadcasting System, an organization of some twenty-five non-profit college stations. These stations are all operated by students of the various colleges, and are, in most cases, subsidized by the Student Government of the college. The officers serve without pay, and the stations are prohibited by the IRS regulations from distributing any profits. All profits, if any, are returned to the stations' treasuries to be applied to the next year's budget.

We would appreciate an answer to this request at your convenience. Please address your reply to the attention of the writer. Thank you.

Sincerely yours,

Station WHAV

William Swartley, President

...at Station WLV, are very interested in a  
...three copies of the ... release  
...to find that ... were in ...  
...of whom ... 300 covered  
...this ... we ... is one ...  
...a ... records ...  
...these records and ... have ...

If we could obtain your new ...  
...program ... scheduled ...  
...last one ... They ...  
...we go ... for the ...  
...of ... On ... of ...  
...on ... one ... South ...  
...and ... on ...  
...of " ... and ...  
...certainly your records ...  
...that ... in the ...  
...about to ...

As you ... our ...  
...five non- ...  
...of the various ...  
...of the ...  
...the ...  
...the ...  
...the ...  
...the ...

...at your ...  
...Please ...  
...Thank you.

Station WLV



April 24, 1947

Raymond Rosen & Co.  
32nd. and Walnut Sts.  
Philadelphia, Pa.

Gentlemen:

We would very much like to receive free copies of the latest Victor releases from your office.

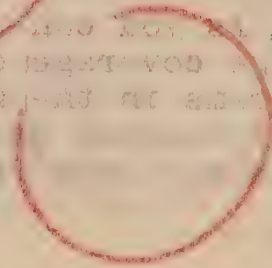
At present, our station broadcasts seven hours daily. We have been operating on the "carrier current" system for the last five years, and, in that way, reach each of our five-hundred students. We are also a member of the Middle Atlantic Network of the Intercollegiate Broadcasting System, and, in such a capacity, feed our programs to three other colleges-- Bryn Mawr, Swarthmore, and the University of Pennsylvania.

As you can see by the aforementioned, we do have a very large coverage of students of college age who listen to our programs in the morning and late evening specifically for their musical content; and we would appreciate receiving free releases from your office.

Very sincerely yours,

A. Thompson Montgomery, Secy.

1941



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October 20, 1947

Columbia Record Corp.  
c/o Motor Parts Co.  
1229 N. Broad St.  
Philadelphia, Penna.

Dear Sir:

As record librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Columbia and Okeh records and transcriptions to our station.

As a small station we rely to a great extent on recorded music in both the popular and classical vein. At present the Capitol Record Company is sending us all their new releases, and I would like to know if you could offer us the same service.

If you wish further information, please contact me at the above address.

Sincerely,

Station WHRC

ANDREW NEWLTON

Record Librarian

AK:RL

copy to WHRC sec't.

Enclosed please find  
the report of the  
Committee on the  
Administration of the  
Department of the Interior.

Very truly yours,

As stated in the report, the  
Department of the Interior  
has been organized on the  
basis of the recommendations  
of the Committee on the  
Administration of the  
Department of the Interior.

The report also states that  
the Department of the Interior  
has been organized on the  
basis of the recommendations  
of the Committee on the  
Administration of the  
Department of the Interior.

It is noted that the  
Department of the Interior  
has been organized on the  
basis of the recommendations  
of the Committee on the  
Administration of the  
Department of the Interior.

Very truly yours,

Walter C. Reuther

(Walter C. Reuther)

Walter C. Reuther

ALL INFORMATION CONTAINED  
HEREIN IS UNCLASSIFIED



October 20, 1947

Decca Distributing Corp.  
1418 Walnut Street  
Philadelphia, Penna.

Dear Sir:

As record Librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Decca records and transcriptions to our station.

As a small station we rely to a great extent upon recorded music in both the popular and classical vein. At present the Capitol Record Company is sending us all their current new releases, and I understand you started this service to radio stations recently. I would like to know if you could offer us the same service.

If you wish any further information, please contact me at the above address.

Sincerely,

Station WHRC

*Andrew Newton*

Record Librarian

AK:RL

copy to WHRC sec't.





October 20, 1947

Victor Record Company  
c/o Raymond Rosen Co.  
32 & Walnut Streets  
Philadelphia, Penna.

Dear Sir:

As record librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Victor and Bluebird records and transcriptions to our station.

As a small station we rely to a great extent on recorded music in both the popular and classical vein. At present the Capitol record company is sending us all their new releases, and I would like to know if you could offer the same service.

If you wish any further information, please contact me at the above address.

Sincerely,

Station WHRC

*ANDREW NAVITON*

Record Librarian

copy to WHRC sec't.  
AKRL

Page 1

THE  
OFFICE  
OF THE  
SECRETARY  
OF THE  
NAVY  
WASHINGTON, D.C.

1917

TO THE SECRETARY OF THE NAVY  
FROM THE SECRETARY OF THE NAVY  
SUBJECT: [illegible]

[illegible text]

[illegible text]

Very truly,  
Yours,  
[illegible signature]

[illegible text]

[illegible signature]

[illegible text]

copy to WHRO sec't.  
1917



October 25, 1947

The Kayler Company  
131 S. 24th Street  
Philadelphia, Penna.

(Bullet, etc.)

Dear Sir:

As record librarian for Station WHRC, located on the campus of Haverford College, I am writing to inquire about your service of shipping the new releases of the records you handle to radio stations.

As a small station, we depend to a great extent on popular recordings. We now receive this shipping service from Capitol records, and would like to obtain your records for our library.

Would you please contact me at the above address regarding the service? I will be glad to give you any further information you desire.

Sincerely,

Station WHRC

*ANDY KNOWLTON*

Andrew Knowlton  
Record Librarian

AK:RL

copy to sec't. of WHRC

Same letter addressed to:  
Trilling and Montague  
24th and Walnut Streets  
Philadelphia 3, Penna.

MGM records

and

David Rosen  
855 N. Broad St.  
Philadelphia 23, Penna.

Manor, Mercury, Exclusive, Savoy, etc.

The Taylor Company  
171 N. 34th Street  
Philadelphia, Penna.

Dear Sir:

We have been informed for several days, through the  
medium of the Philadelphia Bulletin, that you are  
about to start a new service of advertising the new  
products of the Taylor Company.

As a result of this, we have decided to place an order  
with you for a number of copies of this advertising service.  
This order is being placed, and would like to obtain your  
estimate for the same.

Kindly let us know what we at the above address request  
for the service. I will be glad to give you any further  
information you desire.

Sincerely,

John A. Taylor  
Vice President  
Taylor Company

AK:R

copy to rec'd. of WHRO  
Same letter addressed to:  
Trilling and Montague  
24th and Walnut Streets  
Philadelphia 3, Penna.

MGM records

and  
David Rosen  
855 N. Broad St.  
Philadelphia 23, Penna.



GARBE, LUTZ + HEUER  
8-10 1/2 Sunset Blvd.  
HOLLYWOOD 46, CALIF.

Nov. 18, 1947

SIRS:

I RECEIVED YOUR ARTIST'S RELEASE  
SHEET THE OTHER DAY

AS DEED LIBRARIAN OF THIS  
STATION, I WOULD LIKE TO INFORM  
YOU THAT WE RECEIVE ONLY  
THE RELEASES OF THE  
ORCHESTRONIA TRIO ON CAPITOL  
RECORDS. AT PRESENT

I WOULD BE GLAD TO PROGRAM  
THE RECORDINGS OF ALL OF  
YOUR ARTISTS IF YOU WOULD  
SEE THAT I RECEIVE THEM  
AT THE STATION AS THEY ARE  
RELEASED.

YOU ARE TO BE ESPECIALLY  
COMMENDED ON YOUR PROMOTION  
OF FRANKIE LANE. IT IS  
ABOUT TIME HE RECEIVED  
SOME RECOGNITION.

SINCERELY,

A. D.



NOV. 18, 1947

MR. GEORGE KEANE  
RECORD ADVERTISING  
PCA VICTOR DIVISION  
RADIO CORP. OF AMERICA  
CAMDEN, NEW JERSEY,

DEAR SIR:

I HAVE BEEN REFERRED TO YOU  
BY MR. H. BOONICK (ADVERTISING  
& SALES PROMOTION) OF YOUR  
PHILADELPHIA PCA VICTOR  
RECORD DISTRIBUTOR.

AS RECORD LIBRARIAN OF THIS  
STATION, I WOULD LIKE TO  
INQUIRE INTO THE POSSIBILITY  
OF RECEIVING THE NEW  
RECORD RELEASES FROM  
YOUR COMPANY. WE NOW  
HAVE THIS SERVICE FROM  
VARIOUS OTHER RECORD  
COMPANIES.





WE USE ABOUT FIVE  
HOURS OF RECORDED  
MUSIC A DAY ON OUR  
STATION, AND YOU ARE  
OF COURSE AWARE OF  
THE PROMOTIONAL POSSIBILITIES.

I WILL BE GLAD TO GIVE  
YOU ANY OTHER INFORMATION  
YOU MAY DESIRE. IF YOU  
WILL ADDRESS ME ~~VS~~ THIS  
STATION.

THANK YOU,  
STATION WIRE

A. K.  
FORD, CO.







A Division of Capitol Records, Inc.

SUNSET AND VINE — HOLLYWOOD 28, CALIFORNIA — HOLLYWOOD 8171

March 26, 1948

Mr. Andrew Knowlton, Program Director  
Radio Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Knowlton:

Thank you very much for your card inquiry requesting information about the Capitol Library Program Service in response to our recent advertisement.

Attached is the descriptive book which will explain in detail many of the features contained in the Library. Under separate cover we are sending you a set of audition discs which will demonstrate not only the excellence of recording and talent quality, but also how the Library may be used.

At the present time the basic Library consists of approximately 3,000 selections and at least 50 new tunes are released each month.

Our rate for all campus stations is our minimum-\$100.00 per month on a minimum two-year contract.

Please don't hesitate to get in touch with us if we can be of any further assistance to you.

Cordially

Capitol Records, Inc.  
Transcription Division

Walter B. Davison  
Manager

WBD:bd

1 encl.  
Brochure





COPY - WHRC

FEB. 25, 1949

TO PAUL COLLINS

WIBG

PHILADELPHIA

RE STUDENT'S RADIO WORKSHOP

TWO PAGES

You will recall that last Tuesday some of the fellows from Haverford assisted Bryn Mawr College in putting on one of the Student's Radio Workshop Shows. Since that show was presented I have gotten the impression that there was a mix-up of some kind for which you held WHRC, and particularly me, responsible. I hope this letter will straighten this out. You and WIBG have been so cooperative with us in the past that we of WHRC do not want to allow any mistaken impressions to cause hard feelings in the future.

To get down to cases, Paul, you remember that I told you that I would personally check up on the Bryn Mawr show and see that you were informed as to their progress and intentions, the information coming either from me directly or from the responsible individual at Bryn Mawr.

Immediately after the show we did I checked with Harold Lynch of Haverford who had contracted for the show. He told me that Mr. McKinley was writing the script, and said he'd check with him. I offered him the studios here for rehearsal, and he said he'd check back with me later in the week. When I did get in touch with him later, I was informed that the Bryn Mawr show was off. I then checked with Brooks Cooper about the possibility of taking the show ourselves. While we were discussing this step, we found out that the girls at B.M. were going to write and produce the show themselves. I got ahold of Harold again and he told me he'd recheck with B.M. When he did, he verified the latter story and offered the studios again for rehearsal. He told me then that the girls were working on the show, and he had told them about the fact that you had yet to be notified. That was a week before the show was scheduled. He also told me that, as per my instructions, the girls would call me at the end of the week if they wanted to rehearse here, or if not (and this is the important part) they would call you themselves and advise you that they would be in to do the show on the following Tuesday. Harold told me that he himself was not going to take part in the show, although I understood from you that he was advising them on it. At any rate, when I had received no word from the girls at the end of the week, I presumed that they had the show well enough worked out so that they were not planning to rehearse over here, and that they had called you about it. I could not discover who was in charge of the B.M. show and so could not check



100-20000  
100-20000

100-20000

W18G

PHILADELPHIA

100-20000

TWO PAGES

You will recall that last Tuesday some of the fellows from  
Haverford contacted Ryan West College in building on one of  
the 500's a Radio Workshop show. Since that show was  
attended I have gotten the impression that there was a  
mix-up of some kind for which you held him, and particularly  
us, responsible. I hope this letter will straighten out  
out. You and W18G have been so cooperative with us in  
the past that we of W18G do not want to allow any misimpression  
to occur here today in the future.

To get down to cases, Paul, you remember that I told you  
that I would personally check on the Ryan West show  
and see that you were informed as to their progress and  
information, the information coming either from me directly  
or from the responsible individual at Ryan West.

Immediately after the show we did I checked with Harold  
Lynch of Haverford who had contacted for the show. He  
told me that Mr. Hollister was visiting the college and had  
told them with him. I offered him the studio here for  
rehearsal, and he said he'd check back with me later in  
the week. When I did get in touch with him later, I was  
informed that the Ryan West show was off. I then checked  
with Bruce Cooper about the possibility of taking the  
show ourselves. While we were discussing this show, we  
found out that the girls at B.M. were going to visit and  
produce the show themselves. I got a little bit of a  
and he told me he'd check with B.M. When he did, he  
verified the latter story and offered the studio again  
for rehearsal. He told me then that the girls were waiting  
on the show, and he had told them about the fact that you  
had yet to be notified. That was a week before the show  
was scheduled. He also told me that he got my instructions,  
the girls would call me at the end of the week if they  
wanted to rehearse, or if not (and this is the  
important part) that would call the Philadelphia and answer  
you that they would be in to do the show on the following  
Tuesday. Harold told me that he didn't want to allow to  
take part in the show, although I understood from you that  
he was available then on 11. At any rate, when I had  
received no word from the girls at the end of the week,  
I presumed that they had the show well rehearsed and  
so that they were not planning to rehearse over here, and  
that they had called you about it. I could not discover  
who was in charge of the B.M. show and so could not check



with them about the notification. Bryn Mawr has no organization that takes charge of such shows, such as the station here at Haverford.

In short, if you were angry because you had not received notification or verification about the Bryn Mawr show we want you to know that it is not the direct fault of the station at Haverford, nor of myself personally. I had spent a good deal of time checking up on the show as far as I could, and was further willing to rehearse, time, and constructively criticize the show. The offer of rehearsal was not taken up, for which I could do nothing. But the important matter of verification was, to my knowledge, taken care of. When a responsible (presumably) college woman agrees to make confirmation her business you certainly don't sit with her while she makes the call or writes the letter, as you know!

(COMPLAINT)  
I presume this was the complaint, and, if so, I hope this clears it up satisfactorily. I certainly apologize personally for any confusion this incident caused. I'll be glad to explain further on the eighth of March when we have the next show at WIBC. That show, incidentally, will, as we see it now, be mostly transcribed, and will be a sampling of the week's broadcasting activities of WHRC. There will be a live narrative also. The whole thing will be along the lines of the album "I can hear it Now" which you've probably heard.

COMMITMENTS  
We have one new policy of interest to you. That is, considering the fact that Bryn Mawr has put on two shows which weren't up to our standards in organization, acting or content, from now on Haverford will not accept responsibility for such shows unless under the direct supervision and organization of WHRC, and contracted for by a responsible member of the station. In other words, WHRC will be happy to include BMC in our broadcasts, but only in the broadcasts we have officially agreed upon. When Bryn Mawr agrees to take a show in the future, we have nothing to do with it, and will not accept responsibility for ~~commitments~~ by individual Haverford Students. This should eliminate any such incidents as this one where individual students of Haverford and Bryn Mawr morally committed our station to producing a show about which we knew nothing at the time. We will be glad to give you a hand when you can use it, and check up on surrounding college's productions, making available rehearsal time and equipment to them, but the show will be their responsibility, not ours.

Pardon all the length here, but I hope this straightens the whole business out. I'll call you next week about the interviews on the eighth, and I'll be glad to further clarify the whole business then.

Sincerely,

/S/ Andrew Knowlton, WHRC



After that about the revolution. When I was in  
Washington the last time at that time, even as  
the whole day at the office.

In short, it was very hard for me and I received  
a great deal of criticism about the way I was  
and you know that it is not the first time at  
the station at Haverford, and of course naturally.  
I had spent a good deal of time working on the case  
as far as I could, and was further willing to be  
time, and consequently I believe the way. The other  
by the way, I was not alone, but I was with me.  
But the important part of this is that I was  
naturally, I was not alone. I was with me.  
I believe I was not alone, but I was with me.  
I believe I was not alone, but I was with me.  
I believe I was not alone, but I was with me.

I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.

It was the new policy of interest in the case.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.

I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.  
I believe this was the case, and I was with me.

Very truly,  
[Signature]



4 April 1949

David Rosen, Inc.  
855 N. Broad Street  
Philadelphia 23, Pa.

Dear Sir:

Since we have been out on vacation this past week, I have put off writing to you until now. I am sending you the order card for review records.

In past years we have received records from Philadelphia distributors and record shops, but of late they have stopped sending new releases. Of course we are interested in bringing our record library up to date, and expanding it to include more popular records and the new LP classical works. We now have an LP head installed for 33 1/3 r.p.m. About 1/3 of our audience, in a recent campus poll, favored classical music over all other record programs presented. A little over 1/3 of our broadcasting time is devoted to popular and semi-classical music, and slightly less than 1/3 to classical music. Most of the new releases come from the limited collections of the students presenting the programs. So you can see why we are interested in building up the station's library of both classics and pops.

If you would be interested, we would like to talk to you about the possibility of receiving new releases from you, both pops and LP classics, in exchange for advertising in form of sponsored programs, spots or plugs. One of the members of the Board could come in to see you about it any weekday afternoon, at your convenience, if you think that you would be interested in such a plan.

Sincerely,

Joseph C. Brown  
Secretary

1901

1901  
1902  
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1929  
1930  
1931

1932  
1933  
1934

1935  
1936  
1937



ADVERTISING LIST:

COLUMBIA RECORDS  
799 7th Avenue  
New York City

AL EARL  
Columbia Records  
1473 Barnum Ave.  
Bridgeport, Conn.

LONDON GRAMPHONE CORP.  
530 West 25th Street  
New York City

RCA VICTOR DIVISION  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

POPS: Henry Onorati  
Popular Records Promotion Mgr.  
RCA Victor  
114 East 23rd Street  
New York City

CLASSICAL: Allan Kayes  
RCA Victor Division  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

Marge Hartigan  
Publicity Director  
RCA Victor Division  
Radio Corp. of America  
30 Rockefeller Plaza,  
New York City

DECCA RECORDS INC.  
50 West 57th Street  
New York City

MERCURY RECORD CORP.  
822 So. Wabash Ave.  
Chicago, Illinois

CAPITOL RECORDS INC.  
250 West 57th Street  
New York City

CETRA-SORIA RECORDS INC.  
43 WEST 64th Street  
New York City

MGM RECORDS  
Hollywood,  
California

ALLEGRO MUSIC INC.  
5 Columbus Circle  
New York City

*Summer 1950*

*D.W. Hardy.*



ALBANY, N.Y.

COLUMBIA RECORDING  
733 7th Avenue  
New York City

LONDON GRAMOPHONE CORP.  
230 West 25th Street  
New York City

RCA VICTOR DIVISION  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

CLASSICAL:

Allen Kaysen  
RCA Victor Division  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

Allen Kaysen  
RCA Victor Division  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

DECCA RECORDS INC.  
25 West 57th Street  
New York City

DECCA RECORDS INC.  
822 So. Wabash Ave.  
Chicago, Illinois

DECCA RECORDS INC.  
250 West 57th Street  
New York City

DECCA-SONIA RECORDS INC.  
15 West 64th Street  
New York City

DECCA RECORDS  
Hollywood,  
California

ALBANY MUSIC INC.  
2 Columbus Circle  
New York City

ALBANY  
Columbia Records  
1475 Broadway Ave.  
Albany, N.Y.

Allen Kaysen  
RCA Victor Division  
Radio Corp. of America  
30 Rockefeller Plaza  
New York City

Sumner 1970

D.W. Hardy

# COLUMBIA RECORDS INC.

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

BRIDGEPORT 8, CONNECTICUT

September 11, 1950

Mr. Daniel W. Hardy  
Salisbury, Connecticut

Dear Mr. Hardy:

This is in reply to your recent letter regarding  
Columbia service to radio stations.

As you can well imagine we are besieged with requests  
from stations throughout the country, and as much as  
we would like to, it is simply impossible for us to  
supply every station with records.

In the event that we increase our distribution you  
can be sure that we will give your station every  
consideration.

Very truly yours,



Albert B. Earl  
Assistant Advertising Manager

ABE:CDM







October 30, 1950

Mr. Albert B. Earl  
Assistant Advertising Mgr.,  
Columbia Records Inc.,  
Bridgeport 8,  
Connecticut

Dear Mr. Earl;

Recently, I wrote you inquiring of the possibility of Columbia sending us sample records. As I can well understand, you could not add WHRC to your service list.

As I explained in my last letter, we are quite limited financially and can put very little money into the purchase of records. For this reason, I was wondering if we could work out a trade agreement with Columbia, by which you would receive formal sponsorship of a program, whose length would be determined by you, in return for a limited number of records. Such an agreement might be worked out for either popular records or classical ones.

I sincerely hope some such arrangement can be made. In any case, thank you for your cooperation. Also, I wonder if we might be allowed dealers' rates in the purchase of records? Hoping for an early reply, I am,

Yours very truly,

Daniel W. Hardy  
Station Manager

DWH/sf





copy

Salisbury, Conn.

September 12, 1950

Cetra-Soria Records Inc.  
43 West 64th Street,  
New York City,  
New York

Dear Sirs;

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations for publicity purposes. So far we have not received any such records from Cetra-Soria and we are concerned about this, since Cetra has produced such splendid recordings in the past.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and, necessarily, most programs are built around records, especially classical ones, since that is the chief interest of the students.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

DWH

Daniel W. Hardy  
Station Manager



1941-1942  
1941-1942

1941-1942  
1941-1942  
1941-1942

1941-1942

It is the author's belief that the present situation in the world is a result of the failure of the League of Nations to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace.

The author believes that the League of Nations was a failure because it was not strong enough to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace. The author believes that the League of Nations was a failure because it was not strong enough to maintain peace.

1941-1942

1941-1942

1941-1942

copy

September 12, 1950

Allegro Music, Inc.  
5 Columbus Circle,  
New York City,  
New York

Dear Sirs;

It is the custom, I believe, for record companies to send pre-release samples of their records to the various radio stations. So far we have not received such records from Allegro, the company we feel produces some of the most desirable records.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and the students have expressed their preference for classical records, around which most of the station's programming is built. Allegro records are an addition we would like to make.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

DWH

Daniel W. Hardy  
Station Manager



October 17, 1947

Alfred M. White, Inc.  
2 Columbia Circle  
New York City  
New York

Dear Sir:

It is my belief, I believe, for record purposes  
to send you a number of their records to the various  
radio stations. To let us have and preserve such records  
from Alamo, this company we feel records some of the most  
valuable records.

There is a collection of records which are owned by the  
State of New York, just outside of New York City.  
The station has with a large number in several cities,  
including both New York and New York City. The collection  
includes records of various kinds and the records are  
of their records for chemical records, records which are  
of the station's records is being. Records records are  
in addition we would like to have.

For this reason, I would like to have records which are  
provided with records of your records, in records of records  
records if possible.

Very truly yours,

John F. White

John F. White  
Alfred M. White, Inc.



copy  
2

Salisbury, Conn.

September 8, 1950

Mr. Allan Kayes  
RCA Victor Division,  
Radio Corp. of America,  
30 Rockefeller Plaza,  
New York City, N.Y.

Dear Mr. Kayes;

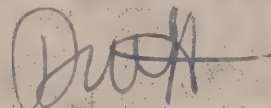
It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations. So far we have received no such records from the Red Seal section of RCA Victor, the source from which we would most like to receive them.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford College and Bryn Mawr College. The colleges listen to WHRC almost exclusively and the students have expressed their preference for classical records, around which much of the station's programming is built.

For this reason I am contacting you to inquire whether RCA Victor Red Seal will send us sample records. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,



Daniel W. Hardy  
Station Manager

DH/sf

100

WILLIAM, DON.  
September 2, 1952

Mr. Allen Tate  
RFA Victor Division  
Radio Corp. of America  
70 Rockefeller Plaza  
New York City, N.Y.

Dear Mr. Kayser:

It is the reason, I believe, for your note  
concerning the release of records to the various  
radio stations. No further have received an such records from  
the New York Division of RFA Victor. The records from which we  
would need them to answer them.  
RFA is a college-operated radio station operated by students  
of Haverford College, just outside of Philadelphia. The station  
has quite a large audience in several colleges, including both  
Haverford College and Bryn Mawr College. The college system  
to which almost exclusively and the students have extensive access  
materials for classical records, actual sales much of the time  
this a programing is built.  
For this reason I am contacting you to inquire whether RFA  
Victor and RFA will send an audio records. To say the least,  
such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,



Samuel V. Warner  
Station Manager

WV/et



Copy

Salisbury, Conn.

September 8, 1950

Al Earl  
Columbia Records,  
1473 Barnum Ave.,  
Bridgeport, Conn.

Dear Mr. Earl;

Recently I stopped in at Columbia's New York City office. I was told that I should address my inquiry to you in Bridgeport.


I believe it is the custom for record companies to send pre-release sample records to disc jockeys at the various radio stations. We have not received any records on this basis from Columbia.

WHRC is a college radio station operated by the students of Haverford College. It serves Haverford College, Bryn Mawr College, as well as Harcum Junior College to a limited extent. This gives it quite a large audience both theoretically and actually, since each college listens to it almost exclusively. Necessarily, most of our programs are built around records. I have become very concerned about the condition of our record library, since we are seriously limited financially and thus cannot buy many records.

For this reason I am contacting you to inquire whether Columbia will send us sample records, both popular and classical if possible. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,



Daniel W. Hardy  
Station Manager



Salisbury, Conn.  
September 11, 1970

Al Davis  
Columbia Records  
1475 Avenue U  
Hollywood, Calif.

Dear Mr. Davis:

Recently I stopped in at Columbia's New York City office. I was told that I should address my inquiry to you in Hollywood.

I believe it is the custom for record companies to send you-release records to their offices at the various radio stations. We have not received any records in this field from Columbia.

WHD is a college radio station operated by the students of Harvard College. It serves Harvard College, and other colleges, as well as Harvard Union College to a limited extent. This gives it quite a large audience both locally and nationally. Since each college listens to it almost exclusively. Consequently, most of our program are built around records. I have become very concerned about the condition of our record library, since we are seriously limited financially and thus cannot buy many records.

For this reason I am contacting you in private rather than via mail. We need records, both popular and classical, if possible. To my best, such a request might be made immediately.

Anticipating your early reply, I am,

Yours very truly,



Daniel W. Hardy  
Station Manager

copy

Salisbury, Conn.

September 8, 1950

London Gramophone Corp.  
530 West 25th Street,  
New York City,  
New York

Dear Sirs;

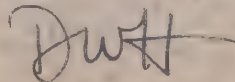
It is the custom, I believe, for record companies to send pre-release samples of records to the various radio station. So far we have not received any such records from London and we are concerned about it, particularly classical records.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and, necessarily, most programs are built around records, especially classical ones, since that is the chief interest of most students.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of release if possible.

Appreciating your early reply, I am,

Yours very truly,



Daniel W. Hardy  
Station Manager

DH/ef



1971, 2-10-1971

[illegible]

1925 1926

It is noted that the above information was obtained from the records of the Department of the Interior, Bureau of Land Management, and is being furnished to you for your information.

THEY are a collection of various types of people, some of whom are very intelligent and some are not. They are all very different and have different interests. They are all very different and have different interests. They are all very different and have different interests.

Answering your early reply, I am,

THE UNIVERSITY OF CHICAGO

— 100 —

Daniel W. Harty  
 1910

21



copy

September 12, 1950

MGM Records  
c/o Loew's Inc.  
1540 Broadway,  
New York City,  
New York

Dear Sirs;

It is the custom, I believe, for record manufacturers to send pre-release samples of their records to the various radio stations for publicity purposes. So far we have not received any records from MGM on this basis. We are concerned about this, since MGM has attained such a high position in the popular record field.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively. Necessarily, most of our programs are built around records. This is why MGM's absence is felt.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

DWH

Daniel W. Hardy  
Station Manager

17

September 12, 1952

Mr. [Name]  
[Address]  
New York City

Dear Sir:

It is the custom, I believe, for those who wish to send pre-paid samples of their goods to the various radio stations for publicity purposes. As far as we are concerned, we have no objection to this. In fact, we are interested in about this, since we have a high position in the radio world.

WABC is a station-owned radio station located in the State of New York City, just outside of Philadelphia. The station has quite a large audience in several states, including New York, New Jersey, and New England. The station is also known for its excellent programming, and we are sure that your products will find a ready market.

For this reason, I would like to see if we can provide you with samples of your products, in return for which we will release it possible.

Yours very truly,

[Signature]

James W. [Name]  
Station Manager



copy.

Salisbury, Conn.

September 12, 1950

Publicity Dept.  
Mercury Record Corp.  
822 So. Wabash Ave.,  
Chicago, Illinois

Dear Sirs;

Recently I stopped in at your New York City office. I was told that I should address your office in Chicago.

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations for purposes of publicity. So far we have not received any such records from Mercury. We are concerned about it, since Mercury has attained such a high position in the popular record field.

WHRC is a college-operated radio station operated by the students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively, and, necessarily, most of the programs are built around records. This is why Mercury's absence is felt.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,



Daniel W. Hardy  
Station Manager



Bellevue, Conn.  
September 12, 1950

Twentieth Century  
Furniture Company  
617 N. Western Ave.  
Chicago, Illinois

Dear Sirs:

Respectfully I request in as your New York City office.  
I am told that I should address your office in Chicago.  
It is my opinion, I believe, for various reasons to send  
business matter of records to the various state offices  
for business of industry. As far as we have not received any  
such records from industry. It is my opinion about it, since  
Bellevue has attained such a high position in the market for  
good fabric.

There is a college-operated textile station operated by the  
students of University College, just outside of Philadelphia.  
The station has with a large collection in several colleges.  
Including both University and High School. The collection  
is to be used almost exclusively for research, most of  
the specimens are still under process. This is my opinion.  
I believe it is.

For this reason, I would like to have station with also be  
provided with samples of your records, in absence of which  
please if possible.

Yours very truly,

*W. H. H. H.*  
Daniel W. H. H.  
Station Manager

Copy

Salisbury, Conn.

September 8, 1950

Mr. Henry Onorati  
Popular Records Promotion Mgr.,  
RCA Victor,  
114 East 23rd St.,  
New York City, N.Y.

Dear Mr. Onorati;

Recently I stopped in at your office and was told you were only there twice a week. Since I had to leave the city before one of those times, I am writing.

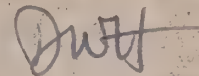
I believe it is the custom for the record company to send pre-release sample records to disc jockeys at the various radio stations. We have not been receiving such records from you.

WHRC is a radio station operated by the students of Haverford College in Haverford, Pennsylvania, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Bryn Mawr and Haverford Colleges. The colleges listen to it almost exclusively. Necessarily, most of its programs are built around music, usually records. We are much concerned over the size of our record library, since we are seriously limited financially and cannot buy many records.

For this reason I am contacting you to inquire whether RCA will send us sample records of its popular releases. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,



Daniel W. Hardy  
Station Manager



1719

Bellevue, Tenn.  
November 8, 1930

Mr. J. H. Gandy  
Federal Bureau of Investigation  
200 Capitol  
Washington, D.C.

Dear Sir, (please)

Herewith I enclosed is of your letter and the  
two sets of only three pages a week. Since I had to leave  
the city before the of these times, I am writing.  
I believe it is the question for the Bureau to send  
out-reach some of the Bureau of the various fields  
activities. We have not been receiving much news from you.  
There is a little station reported by the students of the  
four colleges in Kentucky, Tennessee, and outside of the  
state. The station has been a large number in several  
colleges, including the four and several colleges. The  
colleges listed in the above enclosure. The station, most  
of the stations are built around which, usually around, the  
are well equipped over the state of the second district, also  
we are extremely limited financially and cannot pay any more.  
For this reason I am contacting you for financial support. We  
will send us some records of the various releases. To say  
the least, such a contact will be much appreciated.

Appreciating your early reply, I am,

Very truly,  
Yours

Special Agent  
Federal Bureau

# SORIA SALES CORPORATION

43 WEST 64TH STREET

NEW YORK 23, N. Y.

DARIO SORIA, PRESIDENT

TRAFALGAR 3-1211

September 15, 1950

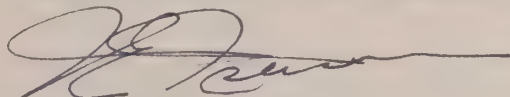
Mr. Daniel W. Hardy  
WHRC  
Haverford College  
Haverford, Penna.

Dear Mr. Hardy:

Thank you for your communication of September 12th. We deeply regret that we do not conform to the general practice of supplying free copies of our releases to radio stations or, for that matter, to reviewers other than about 75 who cover the leading publications through out the country. This is not from choice but, as a small company, we must concentrate all our efforts where we feel that they can be of major result. We do make our records available to radio stations at the same prices quoted our dealers. It is understood that, doing our business that way, the record, or records, become part of the stations library and we can expect no label credit. This latter is rather minor as you know we concentrate on releases not made available by other companies.

Enclosed is our latest catalogue of Long Playing releases and also our newest list of releases. If any of them are of interest to you we will be glad to supply them in the method as outlined above.

Yours very truly,  
SORIA SALES CORPORATION



Irving E. Iserson

IEI+CB  
SS.  
Enc.





*Mercury Record Corporation*

839 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS

TELEPHONE WEbster 9-5533

September 18, 1950

Mr. Daniel W. Hardy  
Radio Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Dan:

Thank you very much for your letter of September 12th.

At the present time due to the increased volume of business, our plants have been unable to keep up with the tremendous demand for Mercury records.

We would like to add every radio station in the country to our list of those that receive free records. However, at the moment this is impossible.

In the near future, we may be able to step up production enough to sufficiently handle the remaining stations not on our list and at that time we will be happy to add your station.

Thank you again for your interest in Mercury Records.

Sincerely yours,

MERCURY RECORD CORPORATION



Bob Broz - Radio Promotion





RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

CAMDEN 2, NEW JERSEY



RECORD DEPARTMENT

September 19, 1950

Mr. Daniel W. Hardy  
Station Manager  
Radio Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Hardy:

Your letter of September 8 to Mr. Kayes has been referred to my attention. We do not maintain a Red Seal sample record service to radio stations.

Our only Red Seal service is our complete program called "Music You Want When You Want It". Briefly, this is a sustaining show and we furnish stations with a basic library which is augmented on a periodic basis. If you are interested in obtaining records to be used on your station, may I suggest that you contact our Philadelphia distributor - Raymond Rosen & Company, 2121 Market Street, Philadelphia 4, Pennsylvania.

Thank you for your interest.

Very truly yours,

A handwritten signature in cursive script, reading "Ida Marini".

Ida Marini  
Advertising Section  
Record Department

IM:mlm





October 30, 1950

Raymond Rosen & Company  
2121 Market Street,  
Philadelphia 4,  
Pennsylvania

Dear Sirs;

Recently, I contacted Mr. Allan Kayes of RCA Victor in New York City about the possibility of obtaining the Red Seal record service for "Music You Want When You Want It". He referred me to Ida Marini of the Advertising Section in Camden, who referred me to you.

For the broadcasting of the program "Music You Want When You Want It", I understand from Miss Marini's letter that RCA provides the radio station with a basic library, to which it adds periodically. Since Haverford College, Bryn Mawr College, and Harcum Junior College are all interested in classical music, RCA's program would be very attractive to them. Incidentally, WHRC broadcasts go to all these colleges.

Miss Marini advised me that I should contact you in order to receive the program material. Can you arrange for us to receive it? Thank you.

Yours very truly,

Daniel W. Hardy  
Station Manager

DWH/sf



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

CAMDEN, NEW JERSEY

RECORD DEPARTMENT



September 20, 1950

Mr. Daniel W. Hardy  
Radio Station WHRC  
Haverford College  
Haverford, Pa.

Dear Mr. Hardy:

Mr. Onorati has turned your letter of September 8th over to me for reply.

Since our distributors control our Disc Jockey Service, I would suggest that you contact Mr. Les Saunders, Raymond Rosen & Company, 2121 Market Street, Philadelphia, regarding the possibility of your station being added to their list for this service.

Cordially,

*Pat Gabriel*  
Pat Gabriel  
Disc Jockey Service





October 30, 1950

Mr. Les Saunders  
Raymond Rosen & Company,  
2121 Market Street,  
Philadelphia,  
Pennsylvania

Dear Mr. Saunders;

Recently, I inquired of the RCA Victor Office in New York City as to the possibility of receiving sample records of RCA popular releases. I was referred by Mr. Onorati in New York to Pat Gabriel in Camden, who in turn referred me to you.

I believe it is the custom for the record company to send pre-release samples to disc jockeys at the various radio stations. We would like to make such an arrangement with you, if possible. WHRC is a college radio station operated by the students of Haverford College in Haverford, Pennsylvania. The station has quite a large listening audience in several colleges (which we reach by telephone line and retransmission), including Bryn Mawr College, Harcum Junior College, and Haverford College. The colleges listen to it almost exclusively. Necessarily, most of our programs are built around music, usually records. We cannot buy many records, since we are severely limited financially.

For this reason I am contacting you to inquire whether RCA will send us sample records of its popular releases through Raymond Rosen & Company in Philadelphia. To say the least, such a courtesy would be much appreciated.

Yours very truly,

Daniel W. Hardy  
Station Manager





# allegro records

ALLEGRO MUSIC, INC.

5 COLUMBUS CIRCLE • NEW YORK 19, N. Y. • PLAZA 7-5960

October 12, 1950

Mr. Daniel W. Hardy  
WHRC  
Haverford College  
Haverford, Penna.

Dear Mr. Hardy:

Although we do send out records for review purposes, we find that we must, of necessity, confine such shipments to only the major review outlets.

Some day soon, we hope that Allegro will be large enough to include you in that list.

We enclose a copy of our latest catalog, and we will be glad to take care of your needs at a regular list price, less a special discount of 40 per cent.

Cordially,



Herman M. Rosenberg  
Sales Manager

hr:oh  
enc.





# RAYMOND ROSEN & COMPANY

INCORPORATED

WHOLESALE DISTRIBUTORS

32<sup>ND</sup> AND WALNUT STREETS  
PHILADELPHIA 4, PA.

RAYMOND ROSEN, PRESIDENT  
THOMAS F. JOYCE, VICE PRESIDENT  
JOSEPH WURZEL, TREASURER  
BERNARD E. NARIN, SECRETARY

REFER TO:  
RCA VICTOR RECORD DEPT.  
2121 MARKET STREET, LO 4-1100

November 7, 1950

Mr. Daniel W. Hardy  
c/o Station WHRC  
Haverfort College  
Haverford, Pa.

Dear Mr. Hardy:

In reference to your letters of October 30th, the following information should answer your questions.

In reference to the "Music You Want When You Want It" program, we have a factory allotment of four of these shows and they have been placed in various stations within our territory, and have been running for a long period of time. If at any time any one of these stations discards the "Music You Want" program, we would be glad to transfer it to your station.

With regard to the monthly releases, again it is a story of a limited allotment. I shall endeavor to supply you with new releases as often as I can. If you would drop me a line stating the type of records you desire, and if possible being specific as to the artist and selection, I will try to meet your demand.

Thank you for your fine cooperation,

Cordially,

  
Les Saunders  
Raymond Rosen & Company

LS:lmn





Station WHRC  
Haverford College  
Haverford, Penna.  
March 31, 1952

Decca Records Inc.  
50 West Fifty-seventh Street  
New York, New York

Dear Sirs:

Would it be possible to receive a number of your new releases for promotion? Such action works to our mutual advantage: It does justice to your rising position in the popular recording field for our listening audience; we need a number of your artists for good D-J'ing.

The WHRC budget is not large enough to allow extensive purchase of new releases. Buying is necessarily limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both generally enrolling students of above average financial means (who can and do buy many records, whose purchases often extend to albums, such as your excellent pperetta and musicals recordings). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

The absence of Decca recordings has not helped either of us. You would be sure to receive more than your share of plays and "plugs," for we have a record library of under 400 popular records.

If, rather than releasing promotional discs, you would prefer to sponsor disc jockey or produced "show-time" programs, our rates are \$3/15 minutes. We would gladly receive payment in Decca records, at courtesy discount. Truthfully, however, I believe releases for regular promotion would be more advantageous to you. Awaiting your reply, I am,

Sincerely,

William Morrison  
Station Manager





Station WHRC  
Haverford College  
Haverford, Penna.  
March 31, 1952

MGM Records  
Hollywood  
California

Dear Sirs:

In line with your past policy, is it still possible to receive new record releases for promotion? Such action would work to our mutual advantage: It would do justice to your high place in the "pops" recording field for our listening audience; we need your artists for good D-J production.

The WHRC budget is not large enough to allow extensive purchase of new releases. Buying must be limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both generally enrolling students of above average financial means (who can and do buy many records). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

Last year we received a number of promotional records from MGM, and I can truthfully say they were "plugged" and played all out of proportion to their number. You have certainly gotten more than your money's worth from those records. I am sure further releases would repeat these past performances.

If rather than releasing promotional discs, you would prefer to sponsor disc jockey or produced "show-time" programs, our rates are \$3/15 minutes. We would gladly receive payment in MGM records, at courtesy discount.

Truthfully, however, I believe releases for regular promotion would be more advantageous to you. Awaiting your reply, I am,

Sincerely,

William Morrison  
Station Manager



Station WHRC  
Haverford College  
Haverford, Penna.  
March 31, 1952

Mercury Record Corp.  
822 So. Wabash Ave.  
Chicago, Illinois

Dear Sirs:

Would it be possible to receive a number of your new releases for promotion? Such action would work to our mutual advantage: It would do justice to your good position in the popular recording field for our listeners; some of your artists are necessary for good D-J'ing.

The WHRC budget is not large enough to allow extensive purchases of new releases. Buying is necessarily limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both enrolling students of above average financial means (who can and do buy many records). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

For your new releases, you would be sure to receive more than your share of plays and "plugs," for our record library is limited to under 400 popular records. If, rather than releasing promotional discs, you would prefer to sponsor disc jockey programs, our rates are \$3/15 minutes. We would gladly receive payment in Mercury records, at courtesy discount. Truthfully, however, I believe releases for regular promotion would be more advantageous to you.

Awaiting your reply, I am,

Sincerely,

William Morrison  
Station Manager







INTERCOLLEGIATE  
BROADCASTING  
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.  
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York  
April 8, 1952

Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Sir:

This is to inquire if you are doing the spots  
for the Reporter Magazine account.

Please return the duplicate of the time order  
and the chart indicating which days you can work in the  
twenty-six spots between now and the end of the semester.

Yours truly,

David W. Borst  
Operations Manager

DWB:ehm







# M-G-M RECORDS

A DIVISION OF LOEW'S INCORPORATED

701 SEVENTH AVENUE  
NEW YORK 36, NEW YORK  
PHONE: CIRCLE 5-4820

April 10, 1952

Mr. William Morrison  
Station WHRC  
Haverford College  
Haverford, Penna.

Dear Mr. Morrison:-

Your s of March 31st is on hand. I am sure you will understand that it would be financially and physically impossible for us and our distributors to service every radio station in the country. That is why we have set up a system of sending disk jockey records to our distributor in your territory who is:

Ed Barsky  
Edward S. Barsky, Inc.  
2522 N. Broad St.  
Philadelphia, Pa.

Please contact the above and see what possible arrangements you can work out to help your situation.

However, just to make sure you have some new MGM Records on hand, I am sending you a batch direct from our factory. When using these records on the air, kindly credit the MGM label.

Thanking you for your interest and cooperation and with kindest regards, I am

Cordially,

*Sol Handwerger*

Sol Handwerger

SH:ss  
cc: Ed Barsky



GREEN-BRODIE  
FOUR TWENTY MADISON AVENUE  
NEW YORK 17, N. Y.

GB

April 11, 1952

Station Manager  
Radio Station WHRC  
Haverford College  
Haverford, Pa.

The Reporter(Fortnightly Pub,Inc.)

Dear Sir:

You are now carrying our above client's 1-minute announcements on your station.

For the weeks of April 14th and April 21st, will you broadcast from a new 16" acetate disc which has been shipped to you.

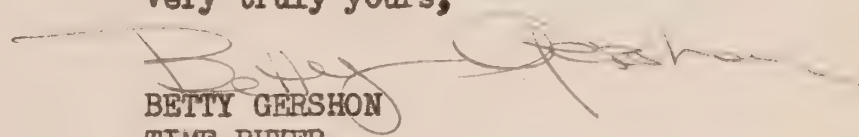
This new record is entitled "SERIES III-SECOND CHINA LOBBY ANNOUNCEMENTS" and contains announcements #1 and #2 repeated two times. If you start broadcasting from the outside of the disc in, you will keep the correct #1,#2 sequence as well as distribute wear.

Please be sure that broadcasting is done from this record only. In fact, we would appreciate your returning to us the disc "SERIES II-FIRST CHINA LOBBY ANNOUNCEMENTS" which you have been using.

We are enclosing written versions of these announcements for your files.

Thanks for your attention to all this.

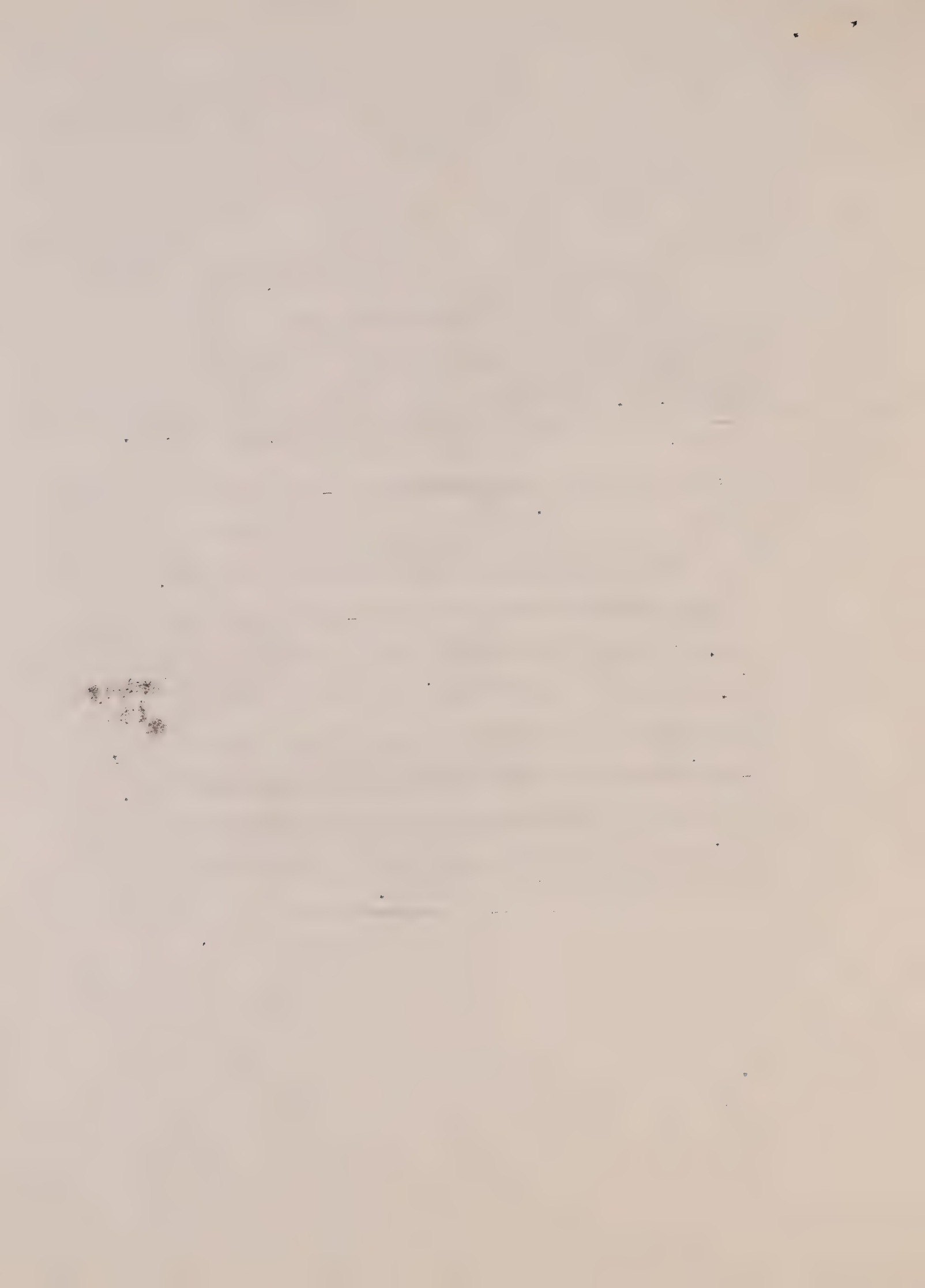
Very truly yours,

  
BETTY GERSHON  
TIME BUYER

BG:br  
Enc.

A D V E R T I S I N G





No. 1

For 12 years this shocking story had waited to be told.

Two weeks ago, THE REPORTER magazine began to tell it.

In that issue, THE REPORTER gave you the background of

the China Lobby--the origin, the history, and the

broader outlines of this sinister group. In the current

issue, now on your newsstand, THE REPORTER shows you the

China Lobby in action. It shows you how the China Lobby

has been financed by your tax dollars. It shows our

State Department frequently rendered powerless by the

China Lobby. It shows the China Lobby removing and

disgracing innocent officials who stand in its way!

As told by THE REPORTER, the China Lobby is one of the

most important magazine stories ever on the newsstands.

No American can afford to miss it. Learn what the China

Lobby means to you by reading the current REPORTER.

(144 words)

No. 1

For 12 years this amazing story has waited to be told. Two weeks ago, THE REPORTER magazine began to tell it. In that issue, THE REPORTER gave you the background of the China Lobby--the origin, the history, and the power behind it. In the current issue, now on your newstand, THE REPORTER shows you the China Lobby in action. It shows you how the China Lobby has been financed by your tax dollars. It shows our State Department frequently rendered powerless by the China Lobby. It shows the China Lobby removing and disgracing innocent officials who stand in its way! As told by THE REPORTER, the China Lobby is one of the most important magazine stories ever on the newstands. No American can afford to miss it. Learn what the China Lobby means to you by reading the current REPORTER.

(With words)



No. 2

~~This~~ is unique.

The China Lobby story now in THE REPORTER magazine is without precedent. To the editor's best knowledge, never before in the history of American journalism has a publication possessed and made public a foreign power's secret cables about our government. The China Lobby story is secret, shocking news! In its last issue, THE REPORTER gave you the background of the China Lobby—the origin, the history, and the broader outlines of this sinister group. In the current issue, now on your newsstand, THE REPORTER shows you the China Lobby in action...attacking the very foundations of our government. As told by THE REPORTER, the China Lobby is one of the most important stories ever on the newsstands. You can't afford to miss it! Learn how the China Lobby affects you by reading THE REPORTER! It's on your newsstand now! (143 words)

1911

THE UNIVERSITY OF CHICAGO

The University of Chicago is a private  
educational institution, founded in 1837,  
and is one of the leading universities in  
the United States. It is a non-sectarian  
institution, and its purpose is to advance  
the frontiers of knowledge in all fields  
of human endeavor. The University is  
composed of several divisions, including  
the Faculty of Arts and Sciences, the  
Faculty of Divinity, the Faculty of  
Engineering, the Faculty of Law, the  
Faculty of Medicine, and the Faculty of  
Architecture. The University is also  
home to several research centers and  
institutes, and it is a leading center  
for the study of the history and culture  
of the United States. The University is  
also a leading center for the study of  
the history and culture of the world.



INTERCOLLEGIATE  
BROADCASTING  
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.  
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York  
April 24, 1952

Mr. William Morrison, Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Morrison:

Regarding the spots for Reporter, the sponsor wants to maintain the original schedule, so the dates for your broadcasts will be as follows:

April 7, 8, 15, 16, 17, 18, 21, 22, 29, 30.  
May 1, 2, 5, 6, 13, 14, 15, 16, 19, 20.

I realize this schedule gives you only twenty spots, and I am sorry twenty-six could not be arranged, for the net amount due your station will be slightly lower than we figured. The amount will be reduced roughly in proportion, although the frequency discount allowed will not be as much.

Yours truly,

David W. Borst  
Operations Manager

DWB:ehm





May 27, 1952

Mr. Harold R. Blackstone  
829 Lancaster Avenue.  
Bryn Mawr, Penna.

Dear Mr. Blackstone;

The Board of Directors of WHRC has asked me to convey to you their thanks for your services during the past year.

It may interest you to know that WHRC is planning two improvements during the next year. We are planning to be on the air twenty-four hours a day, and we are also, if an agreement can be reached, going to have our programs re-broadcast during the evening hours by the Haverford High School Radio Station. This will give us a radius of about 10 miles.

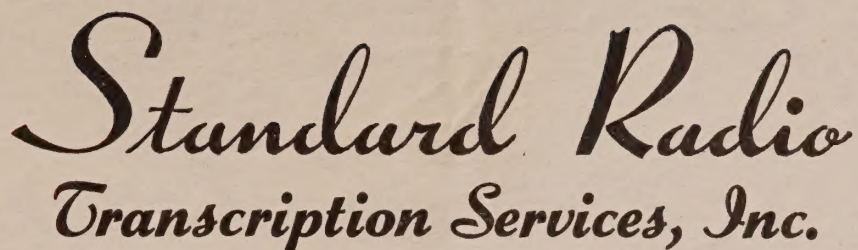
I would like to thank you once again for your services during the past year. Hoping we can reach a similar arrangement next year, I remain,

Yours very sincerely,

Richard D. Hardy  
Production Manager







CHICAGO  
HOLLYWOOD  
NEW YORK

360 NORTH MICHIGAN AVENUE • CHICAGO, I

November 14, 1952

TO ALL CAMPUS STATIONS:

Standard Radio, a pioneer in the transcription library service field, is now offering its transcription library service for sale on an outright purchase basis. This recent policy change of selling library transcriptions outright instead of leasing them, as heretofore, has met with overwhelming success. The gratifying results of our sales efforts, during the past two months, have proved beyond doubt that library transcriptions should be offered in this way.

A sizable number of recent inquiries have been received from campus stations, indicating definite interest in obtaining either a new library or a used library, which might be available for outright purchase from one of our current subscribing commercial stations. New libraries consist of in excess of 5,000 musical selections pressed on 500 16" vinylite discs, and retail for \$1,925.00 without cabinets. However, a used library will contain:

- (a) 6000 (minimum) selections on approximately 600 16" discs;
- (b) 3 reconditioned Globe-Wernicke metal cabinets;
- (c) Sufficient file folders and alphabetical dividers to properly house the discs;
- (d) Complete cross-index cataloging system.

TERMS: \$750.00 complete, plus shipping charges. Payable 5% discount for cash, or \$187.50 with order plus \$62.50 per month for 9 months, covering balance.

Replacements on all discs will be available at \$2.50 per disc.

This offer is extended to campus stations only and we reserve the right to withdraw it without notice. For those of you who are in a position to take advantage of this opportunity to acquire, as your permanent property, this tremendous library of music specially designed for broadcast purposes, write or wire our nearest office today for additional information.

Cordially yours,

Gus Hagenah, Vice President  
STANDARD RADIO  
Transcription Services, Inc.

gh/fsl

West Coast Office: 140 North LaBrea, Hollywood 36, Cal.



